

A STUDY OF THE SANITATION ENTREPRENEURSHIP ECOSYSTEM IN INDIA

SHIVANI

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CENTRE FOR RURAL DEVELOPMENT & TECHNOLOGY

**INDIAN INSTITUTE OF TECHNOLOGY DELHI NEW DELHI,
INDIA**

THESIS SUPERVISOR

PROF. VM CHARIAR

Introduction

Access to basic sanitation facilities remains a critical challenge in India, affecting millions of people and leading to numerous health and environmental issues. While several initiatives have been undertaken to address this persistent problem, entrepreneurship has emerged as a promising solution. Sanitation entrepreneurs have the potential to promote innovative and sustainable solutions, and their efforts can contribute to significant improvements in the sanitation industry in India. However, there is a need for a comprehensive understanding of the sanitation entrepreneurship ecosystem in India, which includes an analysis of the various stakeholders, their relationships, and the challenges and opportunities prevalent. Such an understanding is crucial for policymakers, entrepreneurs, and investors to identify critical issues and develop effective strategies to address them. Therefore, this research aims to conduct a multi-stakeholder analysis of the sanitation entrepreneurship ecosystem in India.

Research Objectives:

RO 1	To understand the entrepreneurial ecosystem of the sanitation industry.
RO 2	To study the relationship between the various stakeholders of the Indian sanitation industry while identifying challenges and opportunities.
RO 3	To develop a multi-stakeholder framework for the sanitation entrepreneurial ecosystem.

Research Questions:

RQ 1	What are the global trends in sanitation over the last 25 years, and what are the future research agendas?
RQ 2	How do end-users from the lowest performing state (Rajasthan) on the SDG India Index adopt sanitation products and services differently from the highest performing state (Goa)?
RQ 3	What role does the local government body, school teachers, students, doctors at primary/community healthcare centers, and engineers at state pollution control boards play in promoting sanitation and remediating persisting issues?
RQ 4	What are the components of a business model that enable sanitation entrepreneurs to scale their enterprises?
RQ 5	What are the key elements that investors consider critical while funding a sanitation enterprise?

Methodology:

The study will use a mixed-method approach involving both qualitative and quantitative research methods. The study population will be drawn from customers, entrepreneurs, investors, local government bodies, doctors, engineers, students, teachers, and the environment. Data will be collected through surveys, interviews, focus group discussions, case studies and secondary sources. The data will be analysed using descriptive statistics, qualitative comparative analysis (QCA), case study methodology and total interpretive structural modeling

(TISM). The study will include the development of a multi-stakeholder framework which will contribute to a thorough comprehension of the research.

Expected Research Outcomes & Contributions:

This research will contribute to new knowledge creation, provide insights from community perspectives and establish a multi-stakeholder sanitation framework. It will aid the 2030 agenda for the achievement of sustainable development goals focused on Water, Sanitation and Hygiene (WASH) in several ways:

1. **BOP End-users:** The success of user-oriented products and services depends on the end-users' needs and experiences. Lack of user-centered design can cost time and effort, significantly impacting a company's success or failure. This research will provide a detailed understanding of the factors that influence end-users in adoption of sanitation products and services. It will assist various stakeholders in addressing these challenges and fulfilling the end-users' expectations pragmatically.
2. **Policymakers:** The research focuses on sanitation as a critical issue in the rural geographies of India. These areas lack basic amenities like drinking water, sanitation, and waste management. This research applies a multi-stakeholder approach to the issue, allowing policymakers to understand and address the concerns at the grassroots level.
3. **Entrepreneurs:** Entrepreneurs are key stakeholders in the sanitation industry who have the power to transform the state of sanitation in India. The multi-stakeholder sanitation framework will help entrepreneurs anticipate major roadblocks and design robust business models. It will also

contribute to a deeper understanding of how various players impact solutions designed for underserved communities.

4. Investors: Investors are critical to a company's success and growth. This research will identify what defines a risky investment from an investors' perspective by eliciting the experts' risk perceptions and return expectations. This research aims to understand investors' perspectives and expectations to help entrepreneurs streamline their fundraising strategies.

Research Timeline

The following is a research timeline designed according to the objectives of the study:

